

St. George Area Sports Commission Meeting

Date: April 20, 2016 9:00 a.m.

Board Present:

Cimarron Chacon	Kyle Case
Barry Blake	Roxie Sherwin
Jeriah Threlfall	Dave Kiel
Jason Boothe	Kevin Lewis
Di Shanklin	Steve Bingham
Shayne Wittwer	

Location: Washington County Administration Building- Upstairs Conference Room

A) Welcome: Chairman Jason Boothe called the meeting to order at 9:00 am

B) Minutes: Mr. Boothe called for a motion to approve the minutes from March 16, 2016.

Motion by Roxie Sherwin to approve the minutes of March, 2016 as presented.

Motion seconded by Kyle Case and carried by a unanimous vote.

C) Commission Business:

1) Discussion of Recent Events

a) Tour del Sol

Kevin Lewis gave a brief summary of the Tour del Sol stating that on March 19th and 20th the Red Rock Bicycle Company held the event. This year there were approximately 400 riders.

b) Hurricane Mountain Bike Festival

Mr. Lewis reported that the festival was able to obtain additional funding from three (3) other sponsors and was able to provide a pump track for the event. There were approximately 400 attendees at the event, and there was a significant increase in the amount of vendors from last year.

c) Southern Utah Pickleball Shoot Out

Steve Bingham reported that The Pickleball Shoot Out was hosted by St. George City, and with 440 participants.

d) Western Region Pickleball Championships

Di Shanklin mentioned that this was the first year the Western Regional Pickleball Championships were held in St. George and the tournament will continue to be held here over the next 3 years. Participation has increased from 300 to 430 this year. The medals that were awarded were made out of local rock from St. George and were a very successful addition. Along with the tournament, there were CPR and referee courses. She then distributed a map of the various pickleball courts throughout Washington County, and mentioned that they will be distributed at various tournaments across the country. Ms. Shanklin went on to report that the courts were very clean for this tournament but stated that they were not maintained for the prior Shoot Out tournament. She would like to continue working with the city to ensure the courts remain clean and maintained.

e) Senior Softball Spring World Championships

Mr. Lewis reported that the Senior Softball Spring World Championships took place from March 29th to April 3rd. Eighty-Five (85) teams participated in the championship. A survey was compiled to determine how many nights the competitors spent in St. George hotels or RV parks for the tournament. Many of the competitors stayed in Mesquite, Nevada. The estimate of actual nights spent in Washington County was approximately 1,758 room nights.

f) Cactus Hugger Mountain Bike

Cimarron Chacon reported that with approximately 200 competitors the Cactus Hugger Mountain Bike Event did not have any additional growth or decline this year.

g) 6 Hours in Frog Hollow

Ms. Chacon reported that the 6 Hours in Frog Hollow event was nearly sold out, and had between 215-220 competitors. She mentioned that the laps were consistent even though there was a lot of wind that day. Due to the wind, 95% of participants stayed in hotel rooms rather than camping and the awards ceremony, which is normally held outside, was held in the Bryce Canyon Room at the Hurricane Recreational Center. She then announced that the 25 Hour in Frog Hollow event has partnered with two other major events in Oregon and New Mexico and will now be part of the National Solo Championship Series. They are hoping to add a fourth partnership soon. Those events will be spaced three (3) months apart.

h) Tour de St. George

Mr. Lewis reported that the Tour de St. George took place April 16th and 17th. The event had approximately 800 competitors. Due to the high winds near Snow Canyon Park, sand was blowing so hard to the point competitors were being knocked over. Ms. Shanklin reported that at that point approximately 100 competitors abandoned the race. She went on to say that a majority of the competitors were walking.

i) WORCS Race at Sand Hollow

Dave Keil mentioned the Western Off Road Championship Series (WORCS) race that took place at Sand Hollow State Park April 16th and 17th is one of eight (8) events held through the Western States. He stated that due to the high winds, there was not a large amount of spectators, but participation was high. There were various ATVs and side by sides that competed in the race. The competitors began at the reservoir and circumnavigated through the sand dunes. There were several crashes, which resulted in a few injuries.

Other Business

Ms. Chacon mentioned that the Santa Clara Mountain Bike Venue will be presented to the Santa Clara City Council on Wednesday the 27th. She stated they have figured out a way to accommodate 300 parking spaces. The Park will include a pump track, frisbee golf, a 1.2 mile walking path, restrooms with outdoor showers, a large pavilion, five (5) shade shelter picnic areas with propane hook-ups, a rock climbing wall, and an adventure museum.

2) Presentations:

a) Dixie State University- Sports Facilities and Future Plans

Jason Boothe presented the rebranding video, which was unveiled the previous week when the University presented the new concept and logo to the community. The logo is a bison with the name changing to Dixie Trailblazers. The Trailblazers replaces the Red Storm, which was not well received by the community.

He went on to present a Powerpoint of the conceptual designs for planned upgrades, renovations, and new construction to various areas on the DSU campus. Those additions will include: a new dorm, which is set to be complete this fall, with at least three (3) additional dorms built over the next 3-7 years; major upgrades to Hanson Stadium, including additional locker rooms, bathrooms, and seating, as well as a three (3) level press box with hospitality rooms, and suites; new track and field; new soccer complex; new softball complex; and a Human Performance and Student Wellness Center which will house an Olympic sized swimming pool as well as multi-use basketball courts.

(see attached presentation)

There is \$20 million dollars set aside and an additional \$5 million dollars of fund raising monies to present at next year's legislative session in order to receive the additional funds needed to complete the Human Performance and Student Wellness Center. The anticipated completion date for the projected upgrades is 3 to 5 years.

b) Grant/ Sponsorship Applications

i. Huntsman World Senior Games

Kyle Case presented a brief Powerpoint which explained how the games were formed. The Huntsman World Senior Games were founded in 1987 by John Morgan who essentially started the games to bring business to his hotel. The idea behind the Games has always been to foster worldwide peace, friendship and health. He concluded the presentation by stating the Games will always be held in Washington County.

2016 marks the 30th anniversary and some of the goals for this year's Games include sponsoring 30 events, as well as hosting participants from 30 different countries. Mr. Case distributed a handout with statistics from the 2015 Games. Last year there were 10,560 participants.

(See attached statistics sheet)

He went on to explain how the economic impact is calculated. The number of participants is multiplied by the guest factor, the average stay and the average amount spent per day. Last year the estimated economic impact was \$15,676,763. Mr. Case stated that they are seeking a silver medal sponsorship at \$37,500. The Commission agreed that the Games contribute a significant economic impact to Washington County and approved the continuation of supporting the event.

Motion by Steve Bingham to make a recommendation to the County Commission to fund \$37,500 from the Sports & Outdoor Recreation Budget for hosting the Huntsman World Senior Games. Motion seconded by Jeriah Threlfall and carried by a unanimous vote.

Other Business

Mr. Lewis briefly presented a new logo idea for the Sports Commission. He mentioned he would send out a survey to the members for input.

Meeting Adjourned at 10:45 a.m. Next meeting: May 18, 2016 @ 9:00 a.m.